

Adopted: September 2001, Revised: \_\_\_\_\_**Class Title: Assistant Director of Marketing****BRIEF DESCRIPTION OF THE CLASSIFICATION:**

Provides advertising, marketing, and promotional direction and support for the department's concentrated business and industry interests. Develops collateral materials, public relations communications and events in various mediums to serve city, region and state. Performs other duties as required.

**ESSENTIAL FUNCTIONS:**

*This information is intended to be descriptive of the key responsibilities of the classification. The following examples do not identify all duties performed by any single incumbent. Specific requirements of individual positions are described in the Job Description.*

Physical Strength Code		ESSENTIAL FUNCTIONS
1	S	Develops advertising, marketing and promotional materials by using multimedia applications, copywriting, conducting research, and coordinating materials with the departments.
2	S	Manages and coordinates events and special projects by scouting locations, preparing for trade show participation, developing invitations, programs, and mailing lists, writing speeches, writing press releases, serving as a contact for outside events, and performing any additional event related tasks.
3	L	Performs other duties by serving on committees, attending business functions, and representing the department.

Adopted: September 2001, Revised: \_\_\_\_\_**CLASS REQUIREMENTS:**

<b>CLASS REQUIREMENTS</b>	
Formal Education / Knowledge	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	Over seven years experience as an advertising executive with experience in client services, media, and creative services.
Certifications and Other Requirements	Valid Driver's License
Reading	Work requires the ability to read trade journals, digital file requirements, marketing / advertising books, various business publications, charts, graphs, and general correspondence.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication and division, as well as basic algebra.
Writing	Work requires the ability to write letters, press releases, scripts, ad copy, and general correspondence.
Managerial	Managerial responsibilities include scheduling times and workloads and procuring promotional materials, organizing events and other marketing related needs.
Budget Responsibility	Oversees budget preparation of bureau budget and reviews and approves expenditures of significant budgeted funds for the bureau and may research and prepare recommendations for city-wide budget expenditures.
Supervisory / Organizational Control	Manages and monitors work performance by directing subordinate supervisors or administrators, including making final decisions on hiring and disciplinary actions, evaluating program/work objectives and effectiveness, and realigning work and staffing assignments, as needed.
Complexity	Work is widely varied, involving analyzing and evaluating many complex and significant variables. City-wide policies, procedures, or precedents may be recommended.
Interpersonal / Human Relations Skills	Contacts others within the organization. These contacts may involve similar work units or departments within the City which may be involved in decision making or providing approval or decision making authority for purchases or projects. In addition, these incumbents work with individuals outside the City who may belong to professional or peer organizations. Working with various state and federal agencies is required of the employee. Vendors and suppliers may also be called upon for information on purchases, supplies or products. Meetings and discussions may be conducted with customers, brokers and sales representatives.

Adopted: September 2001, Revised: \_\_\_\_\_**OVERALL PHYSICAL STRENGTH DEMANDS:**

Sedentary	X	Light	Medium	Heavy	Very Heavy
S = Sedentary Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time		L = Light Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	M = Medium Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	H = Heavy Exerting 50-100 lbs. occasionally, 25-50 lbs. frequently, or up to 10-20 lbs. constantly.	VH = Very Heavy Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

**PHYSICAL DEMANDS:**

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
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*This is a description of the way the job is currently performed; it does not address the potential for accommodation.*

PHYSICAL DEMANDS	FREQUENCY CODE	DESCRIPTION
Standing	O	Promotional events, public relations
Sitting	F	Computer, desk work, meetings, presentations, driving
Walking	F	Promotional events, public relations, inter-office, to/from offsite locations
Lifting	O	Boxes, promotional materials, presentation equipment, office supplies, files
Carrying	O	Boxes, promotional materials, presentation equipment, office supplies, files
Pushing/Pulling	R	Boxes, promotional materials, office equipment
Reaching	N	Office supplies, office equipment, boxes
Handling	F	Boxes, promotional materials, presentation equipment, office supplies, files
Fine Dexterity	F	Computer keyboard, calculator, writing, telephone keypad
Kneeling	N	
Crouching	N	
Crawling	N	
Bending	R	Setting up promotional events
Twisting	R	Setting up promotional events
Climbing	R	Stairs
Balancing	R	On stairs
Vision	C	Computer, desk work, filing, reading, customer service, driving
Hearing	C	Communicating with personnel and general public, meetings, presentations
Talking	C	Communicating with personnel and general public, meetings, presentations
Foot Controls	O	Driving
Other (specify)	N	

Adopted: September 2001, Revised: \_\_\_\_\_**MACHINES, TOOLS, EQUIPMENT, AND WORK AIDS:**

Copy machine, fax machine, telephone, calculator, general office supplies, overhead projector, camera, computer, printer, standard Microsoft Windows and Office software, photo application software, sound recorder

**ENVIRONMENTAL FACTORS:**

D = Daily	W = Several Times Per Week	M = Several Times Per Month	S = Seasonally	N = Never
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HEALTH AND SAFETY		ENVIRONMENTAL FACTORS	
Mechanical Hazards	N	Dirt and Dust	N
Chemical Hazards	N	Extreme Temperatures	N
Electrical Hazards	N	Noise and Vibration	N
Fire Hazards	N	Fumes and Odors	N
Explosives	N	Wetness/Humidity	N
Communicable Diseases	N	Darkness or Poor Lighting	N
Physical Danger or Abuse	N		
Other (see 1 below)	N		

PRIMARY WORK LOCATION	
Office Environment	X
Warehouse	--
Shop	--
Vehicle	--
Outdoors	--
Other (see 2 below)	--

(1)

(2)

**PROTECTIVE EQUIPMENT REQUIRED:**

None

**NON-PHYSICAL DEMANDS:**

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NON-PHYSICAL DEMANDS	
Time Pressures	F
Emergency Situations	N
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	F
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	F
Noisy/Distracting Environment	R
Other (see 3 below)	N

(3)